

Top Tech Brand achieves Landing Page View Rate 44% over benchmark with High-Impact Formats and AI Optimizations 54%

THE CHALLENGE

Top tech brand's goal was to drive down-funnel activity (landing page arrivals), and improve CTR and CPC. Yieldmo was selected as one of the partners.

YIELDMO'S SOLUTIONS

Step 1: Run PMP with high-impact, user-friendly formats Hyperscroller and Window to capture consumer attention as well as attention signal. Layer on custom targeting and content curation.

Step 2: Optimize the high-impact PMP with AEROS Attention Analytics.

How AEROS Attention Analytics optimizes:

1. We capture baseline, gestural and ad impression data multiple times per second which gives us powerful insight into ad performance, who is paying attention and when

2. We use this data to optimize campaigns in real time to drive the highest results for our clients

3. By feeding this data into machine learning models we can predict impression performance and determine the right buys for a given KPI

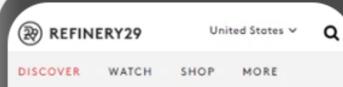
WINNING RESULTS

#1 performer for down-stream KPI: Yieldmo was the top campaign partner, helping the brand drive a high landing page view rate at .09 (benchmarked at .05).

Qualified Audience: Yieldmo's user-friendly formats drove a more qualified audience, as shown by the comparison between CTR and LPVR. The competitive set drove a lower LPRV even with a higher click-through. Yieldmo drove the highest LPRV with fewer clicks, proving the efficiency of Yieldmo's strategy.

Attention Optimization: Yieldmo was able to help the brand **increase CTR** while also **improving on CPC**.





wear), history is rife with ignored incidents of Black creativity. In an overdue effort to shed deserved light on these contributions, we've put together a list of books - memoirs, biographies, and historical accounts - that detail the lives and works of unsung Black visionaries who helped shape the fashion industry.

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To help us build this reading list, we turned to Jasmine Helm and Joy Davis: two fashion historians who co-founded Unravel (along with Dana Thomas), a podcast that expounds on everything from Claire McCardell's iconic ballet flat to the history of secondhand clothing. With their bird's-eye view of sartorial ulture throughout human history, they

Esquire



knit polo was the story to discuss, dominating water-cooler conversations and early-morning radio talk shows alike -probably. At the very least, if you weren't cottoned-on to its meteoric rise. you were missing out.

3 ENDORSEMENT

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To those watching closely, though, the style's resurgence came as little surprise. So gather round, young'uns, and listen up: Class is in session and Professor Todd Snyder is here to help you tackle any and all of your hang-ups when it comes to embracing the season's coolest swerve. Because if there's any slightly off-kilter ece worth investing in during these odd

WINDOW CREATIVE

HYPERSCROLLER CREATIVE

